MEDIA RELEASE

For Immediate Release

Foothill Financial Advisors has become LifeSteps Financial™

New Design. New Name. Same Service. Same People.

CLAREMONT, CALIFORNIA – January 9, 2018 – LifeSteps Financial completed the name and branding change of the firm from Foothill Financial Advisors as of January 1, 2018. Since the firm's founding in 2010, the number of clients served and the services provided have grown exponentially. Given market factors and planned expansion, the firm's leadership elected to change the name of the firm to better reflect and align with the service orientation that has become the hallmark of the firm.

"Over the years, we have expanded our services to respond to client needs and have been rewarded with business growth. We found that our image really did not reflect the breadth and depth of our services and those that we plan to add" commented Henry Ford, Senior Advisor and Principal of LifeSteps Financial. The firm provides financial planning, asset and investment management and family office services to individuals and families, as well as retirement plan solutions for employers. "We work hard to help our clients achieve their lifestyle and legacy goals and give them the peace of mind that their investments are under a watchful eye and regular evaluation. So, we wanted to be able to tell our story of transparency and the proprietary processes we have in place to support them through each life step. Now, we have a better means to communicate our message and our story" he concluded.

While LifeSteps Financial has a new look and name, the team in front and behind the scenes is the same. LifeSteps Financial supports clients throughout the U.S. The main office is located in Claremont, California.

About LifeSteps Financial

LifeSteps Financial is an independent Registered Investment Adviser (RIA) located in Claremont, California. The firm provides integrated financial planning, financial asset and investment management and family office services to individuals & multi-generational families, business owners & entrepreneurs and professionals & executives throughout Southern California and the United States. In addition, the firm provides innovative solutions for employee retirement plans to privately-held businesses. Known for their proprietary processes that ensure attention to detail, client communication and professional coordination, LifeSteps Financial works with clients interested in preserving wealth, planning for and living a desired lifestyle and establishing a legacy for future generations. For more information, contact LifeSteps Financial at (909) 267-3770 or visit LifeStepsFinancial.com.

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